



FOR IMMEDIATE RELEASE

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WIC Celebrates #WICsconsin Enrollment Week

Join the celebration - October 19 - 24, 2020

Eau Claire, WI., October 19, 2020 — As the world adjusts to a new normal amidst COVID-19, the Eau Claire WIC Program is partnering with WIC agencies across Wisconsin to remind families of the services it provides during #WICsconsin Enrollment Week.

WIC (WIC, Infants and Children) Program empowers families with nutrition education, breastfeeding support, supplemental foods, and referrals to other health and nutrition services - all free of charge to those who qualify. During #WICsconsin Enrollment Week, the Eau Claire WIC Program share social media messages with new mom self-care tips, breastfeeding tips, and tips on how WIC can help meet families' nutritional needs, especially during the Covid-19 pandemic. These social media messages will be posted on the Eau Claire City-County Health Department's Facebook and Twitter accounts.

"We want to let people know that WIC is here for all families that need support. Our WIC team is ready to safely assist families with healthy choices and save on groceries so they can have more to spend on other things their family needs," says Beth Draeger, Healthy Beginnings Director. At this time, the Eau Claire WIC Program is operating virtually to help protect families during COVID-19.



The Eau Claire City-County Health Department also offers additional services helpful for pregnant women and their families, including well water testing, radon testing, immunizations, resources on infant safe sleep, and support to quit smoking. Visit: www.ehealthdepartment.org to learn more about these services.

To see if you are eligible for WIC services, visit: wic.ehealthdepartment.org or call 715-839-5051.

About WIC

The Wisconsin WIC Program (Special Supplemental Nutrition Program for Women, Infants and Children) is administered at the Federal level by the Food and Nutrition Service of the U.S. Department of Agriculture. The WIC program was established in 1974 to provide Federal grants to States for nutrition education, supplemental foods, and health care referrals for low and moderate-income pregnant, breastfeeding, and non-breastfeeding postpartum women, as well as infants and children who have a health or nutrition needs.

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